SWITCH OFF YOUR GLARING LIGHTS

Make It Easier for the Man Who Is Coming Toward You at Night.

TWELVES ARE INCREASING

torsis recently for having headlights which are too glaring to be used properly within the limits of the city. It is use of unnecessarily bright lights on the roads. To drive against a succession of such lights is to finish the trip with a severe headache. There always are chances too of being so dazzled as to run the risk of going off the road into

plan of switching off their lights when they meet another car. That is, they switch off the big lights and use the dimmers or the side lights. Those who do this find that the motorists they enall do so. There are of course cars without electric headlights which cannot accomplish this feat, but most all the cars that have electric lighting go on the

When John N. Willys said last winter that he expected to see five twelve optimized dear on the expected to see five twelve optimized with the holds at the was wrone only in underestimating the number. The Packard lead has been number. The Packa

The contest board of the American Automobile Association has ruled that all racing cars must be registered annually and that no racing car shall be mentioned either in programmes or in advertising save as "special."

The quantity of our production spreads all overhead, so that the item per car is so small that the buyer pays for but little more than the actual material and labor plus a reasonable profit, which, also because of quantity.

"Given two cars of equal mechanical and structural worth—the one built in large quantities can and structural worth—the one built in there were about 165,000 automobiles registered in New York State. Thus far, from February 1 to June 15, or about four and a half months, there have been 18,935 cars registered in the State, so that a colossally record breaking year is fully to be expected. The State has received in fees a total of better than 11,580,000 from cars and chauffeurs. It worth while noting that in the like perice than he who buys by the ton can always get a period of 1914 there were nearly 50,000 less cars registered and about 10,000 less.

The price of an article to the continually increasing because the proportion as the advertising produces quantity increasing because the proportion as the advertising produces quantity the growing number of automobiles.

New York city is a very important contributor to this total because the form the advertising is to obtain a higher price. New York city is a very important contributor to this total because the form the advertising deal and always gentless can article to the same time the greatest argument for a radius of many miles around the centless and the larger the proportion as the advertising produces quantity. The vast army of travellers which every city draws read the newspaper readers is composed of millions of city residents and hundreds of thousands of people who live in neighboring cities and towns and in the level that the purpose of extensive advertising is to obtain a higher price. Inarmuch as the results obtainable contributor to this total because the form the advertising depends so largely when covers the contributor to this total because the four the results of the price than the one built in large duantities can always self for a lower price than the one built in large duantities can always self for a lower price than the new by the ton can always self for a lawer of the many proportion as the faith in the daility in the growing of the world an

contributor to this total because the from the advertising depend so largely "Consequently we bring the Overland New York bureau, which covers the upon the price it necessarily follows message to the attention of the public greater city, and besides it Nassau, Sufthat the price will be the lowest that through the medium of these papers.

Urge Employees to Join Militia

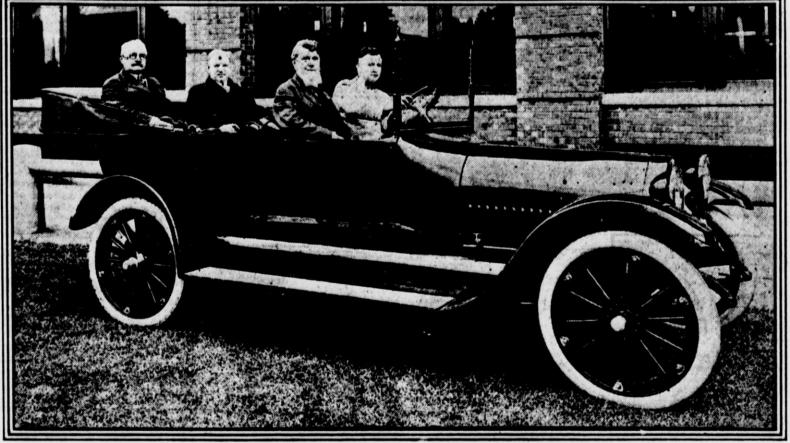
COLLOWING the lead of Samuel P. Colt, president of the United States Rubber Company, Elisha S. Williams, president, has instructed the heads of the various departments of the United States Tire Company to encourage all employees to join the militia of the States in which they reside. This means that more than 55,000 men are to have the sanction of the company if they choose to join the State militia or naval forces.

The United States Tire Company will continue the pay of any employee who does military duty, and the annual camping or cruising tour of duty will not interfere with the regular vacations given by the concern. The executives feel that it is the duty of large corporations to aid in creating an effective military reserve in the United States.

SELLS CARS CHEAP

It will be remembered that in the au- cal and structural worth—the one built

HERE IS THE FIRST OF THE NEW STUDEBAKER SIXES



advertising may sell a poor article for a time, but we doubt if it can do it continuously on a profitable basis. Ex-

tensive advertising to pay continuously must be backed by a good article." Mr. Willys states that the advertis-

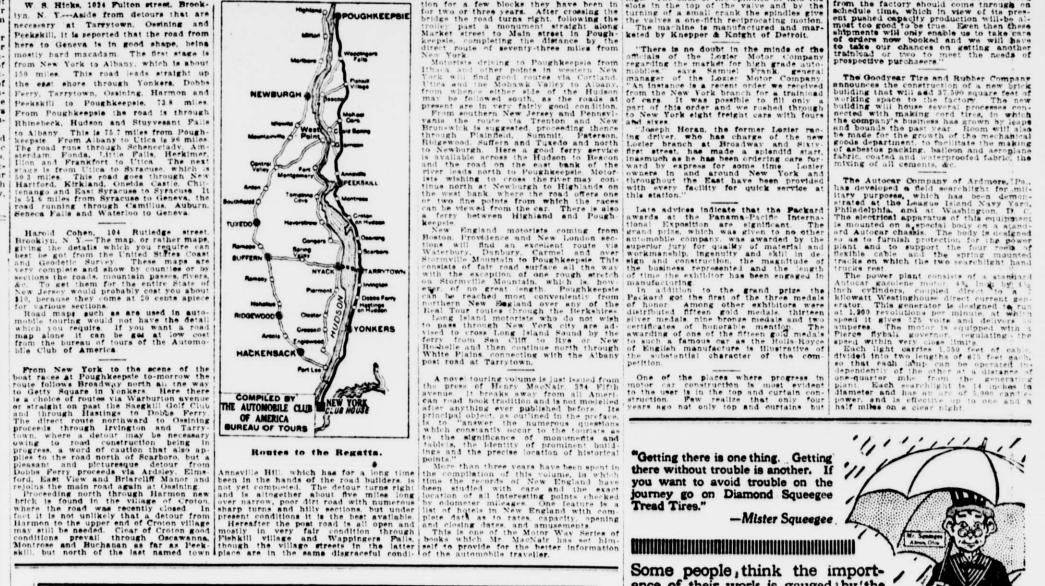
declared by John N. Willys, president followed by many others. National has a tweive; so has the Pathfinder. There is a Davis tweive too. The Continental motor manufacturers are turning out tweive cylinder motors, so that it is reasonable to expose there will be many makers who will incorporate such as makers who will incorporate such as to their product.

There is a Davis tweive too. The Continental motors, so that it is reasonable to expose there will be many makers who will incorporate such as to the triangle of the wheels.

The electrical system for starting and other feature in producing quietness and the trace because in the case of the six is increased to the steam of the worling of the worling of the worling of the worling of the care is its the was not pro

"SUN" READERS' TOURING QUERIES ANSWERED

(Readers of THE SUNDAY SUN who desire any information on roads or tours are invited to send these questions in to the Automobile Editor, THE SUN, 170 Nassau street. It will facilitate answering if all questions are in by Thursday evening. The Touring Bureau of the Automobile Club of America is cooperating with THE SUN in furnishing this information. Suggestions and information will be wel-



find good routes via Cortland, the Mohawk Valley to Albany, nice either side of the Hudson followed south, as the roads at

-the chrome vanadium springs are self-lubricating '

—the full real leather upholstery is stuffed with natural curled hair

The price of the car complete is \$785 f.o.b. Detroit

DODGE-BROTHERS MOTOR EAR

Colt-Stratton Company, Broadway at 57th Street

Notes of Live Interest to the Motor Trade, Local and Foreign

More than 100 cars was the record of cales the first week of display of the new 1916 Hupmobile at the salesrooms of Charles E. Riess & Co., Inc. The total is all the more remarkable because of the fact that Mr. Riess was able to place on exhibition only one of the two cars that comprise the line for next year. This one model—the shorter wheelbase car—appeared to be all sufficient to indicate to Hupmobile admirers the quality of the product that will be featured in the next twelve months to come.

From present indications deliveries of the 1916 Hupmobile will begin about July 1. The factory officials have thus far been unable to set the exact date on which shipments of the new product will begin. They have given assurances however, that once the output begins to move shipments and regularly.

Riese's initial order for 1916 models to fifty freight carloads.

George H. Robertson, whose early fame in the automobile industry was as a race diver but who latterly was identified with the Auto Supply Company of New With the Auto Supply Company of New With the Auto Supply Company of New With the Company of Huffalo, N. M. His head-quarters for the sale of Houk wire wheels will be at the company's branch at Fifty-viginth street and Broadway.

Much of the expense and annoyance that accompanies owing an auto can be done away with by studying the problem of lubrication. If perfect inbrigation were sold and from National Provider of the Good and Forn National Provider of the Register Company, president of the Propose Five Cent_Bus Company, with by studying the problem of lubrication. If perfect inbrigation were sold for the use of the Register Company, director of the Good and from National Provider of the Good and from National Provider of the Good and from National Provider of the Register Company, of the Good and from National Provider of the Good and from National Provider of the Register Company, of the Reg

Some people, think the importance of their work is gauged by! the noise they make.

Other men do big things without bluster or ostentatious effort.

If the noise he makes over it were the true measure of the importance of a man's work, Grant and Dewey would have been dismal failures.

Diamond Squeegee Tread Tires are going right along about their business, giving wonderful road service and justifying the widespread faith in them, without making it necessary to keep up a constant commotion regarding their merits.

If you wish to know how to secure mileage economy and freedom from tire troubles just ask anybody who is using Diamonds. You will not have to look far.

Diamond Squeegee Tread Tires are sold at these "FAIR-LISTED" PRICES:

Size	Diamond Squeegee	Size	Diamond Squeegee
30 x 3 30 x 3 k 32 x 3 k 33 x 4	\$ 9.45 12.20 14.00 20.00	34 x 4 36 x 41/2 37 x 5 38 x 51/2	\$20.35 28.70 33.90 46.00
	PAY NO	MORE	

For Automobiles, Bicycles Put on

For Cyclecars, Motoroycles

Diamond Squeegee Tires



tains little but his travel record. There count of a motor car. He is materially increasing staff in all probability has riven more miles in a motor car than any other man. When he was driving in 1904 he was slender and inclined to be fault. Test work on the road agreed the fault. Test work on the road agreed the coean to ocean tour of 1911 and the line times in a motor car. He piloted the ocean to ocean tour of 1911 and the line times in a motor car. He piloted the ocean to ocean tour of 1911 and the line times in a motor car. He piloted the ocean to ocean tour of 1913. He explored and a veritable picture of the shand strength.

McNamara has kept a careful record of his work at the wheel. He took part in all most every reliability and economy ran staged for many years under the American Automobile Association. McNamara's diary con-

McNamara of the Maxwell tains little but his travel record. Thete of a motor car. He is materially in-